

DEREE COLLEGE SYLLABUS FOR:CN 4426 PUBLIC RELATIONS IN NON-PROFIT ORGANIZATIONs	
<p style="text-align: right;">Instruction hours/lab hours/ US credits: 3/0/3 UK LEVEL: 6 UK CREDITS: 15</p> <p>(Updated: Fall 2025)</p>	
REREQUISITES:	WP 1010 Introduction to Academic Writing WP 1111 Integrated Academic Writing and Ethics CN 2202 Writing for the Media CN 2103 Introduction to Public Relations
CATALOG DESCRIPTION:	Understanding the challenges non-profits face in health, culture, education and human services. Budgeting and fundraising issues. Communicating with target audiences. Analysis of non-profit clients' social and political objectives.
RATIONALE:	Students need to be able to design public relations strategies and apply techniques for non-profit organizations to achieve planned objectives. They also need to understand how to develop relationships with media publics and stakeholders, to network, and to promote organization goals. Upon completion of the module, students will be able to conduct comprehensive situation analysis in order to recommend and implement communication plans tailored to meeting goals and objectives.
LEARNING OUTCOMES:	As a result of taking this course, the student should be able to: <ol style="list-style-type: none"> 1. Demonstrate understanding of issues related to the role of public relations for a non-profit organization. 2. Design a public relations campaign for a non-profit organization by developing communication strategies and tactics through a situation analysis. 3. Apply a problem-solving approach in a variety of complex non-profit contexts while employing managerial competencies.
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: <ul style="list-style-type: none"> - Classes consist of lectures and interactive learning (class discussions on contemporary or past events, as well as case studies assigned by the instructor). - Exercises and primary source documents are assigned as homework, the solutions of which are reviewed in class - Office hours: Students are encouraged to make full use of the office hours of their instructor, where they can discuss the course material. - Use of a Blackboard site, where instructors can post lecture notes assignment instructions, timely announcements, and additional resources.

ASSESSMENT:	<p>Formative:</p> <table border="1" data-bbox="679 271 1477 338"> <tr> <td>Case studies discussion and analysis of NGOs campaigns</td><td>0</td></tr> </table> <p>Summative:</p> <table border="1" data-bbox="679 405 1477 591"> <tr> <td>First assessment: Midterm examination (1-hour; problems/essay questions)</td><td>20</td></tr> <tr> <td>Second assessment: Portfolio (Digital Story mapping or other creative content)</td><td>10</td></tr> <tr> <td>Final assessment: Individual project (3,800-4,000 words)</td><td>70</td></tr> </table> <p>The Formative assessment prepares students for their final projects.</p> <p>The first assessment (midterm examination) tests Learning Outcomes 1. The second assessment (portfolio) assesses Learning Outcome 2. The final assessment (individual project) tests Learning Outcomes 2 and 3.</p> <p>Students are required to resit failed assessments in this module.</p>	Case studies discussion and analysis of NGOs campaigns	0	First assessment: Midterm examination (1-hour; problems/essay questions)	20	Second assessment: Portfolio (Digital Story mapping or other creative content)	10	Final assessment: Individual project (3,800-4,000 words)	70
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INDICATIVE READING:	<p>REQUIRED READING:</p> <p>Gonçalves Gisela and Oliveira Evandro (Editors). THE ROUTLEDGE HANDBOOK OF NONPROFIT COMMUNICATION. Routledge Taylor Francis Group, 2023.</p> <p>RECOMMENDED READING:</p> <p>Andreasen, Alan R., and Kotler, Philip. Strategic Marketing for NonProfit Organizations. International Edition. Prentice Hall. 2003.- Bonk, Kathy, Tynes Emily, Griggs Henry Sparks, Phil, 2008. Strategic Communications for Non profits: A Step-by-Step Guide to working with the Media. San Francisco, CA: Wiley & Sons. Bray, Ilona, 2008. Effective Fundraising for Nonprofits. Berkeley, CA: Nolo. Brinckerhoff, Peter C. 2010. Mission-Based Marketing: Positioning Your Not-for-Profit in an Increasingly Competitive World. New Jersey: John Wiley andSons, Engel, J.F., Warshaw, M. Kinner T.C. and Reece, Bonnie B. 2000. Promotional Strategy. An integrated Marketing Communication Approach, Malog Lithographic Inc, Cincinnati Ohio, USA. Garsten, Nicky, Bruce, Ian (Editors). Communicating Causes: Strategic public relations for the non-profit sector, Routledge Taylor Francis Group 2018 Gregory, Anne, 2015, Planning and Managing Public Relations Campaigns Strategic Approach (PR In Practice), Kogan Page Limited. Haselwood Jeremy, 2018. The Digital Fundraising Blueprint. How to raise more money online for your NonProfit, Ampla, USA. Levinson, Jay C. Adkins, Frank, Forbes, Chris, 2010. Guerrilla Marketing for Nonprofits. Entrepreneur Press, Levinson, Jay C, Levinson, Jeannie Guerrilla 2011. Remix MarketingEntrepreneur Press.</p>								

	<p>Patterson, Sally Radke, Janel, 2009. Strategic Communications for Non-Profit Organizations: Seven steps to creating a successful plan, 2nd edition, Jon Wiley & Sons, New Jersey, USA.</p> <p>Salamon M. Lester, Sokolowski S. Wojciech, 2017. Explaining Civil Society Development, John Hopkins University Press, USA.</p> <p>Waters D. Richard, 2015. Public Relations for the Non-Profit Sector, Routledge New York, USA.</p>
WWW RESOURCES:	<p>www.prplace.com</p> <p>www.prweb.com</p> <p>www.impulse-research.com</p> <p>www.impulse-research.com</p> <p>www.news bureau.com/tracking</p> <p>www.prcentral.com</p> <p>www.prsa.org/tactics</p> <p>www.prsa.org/strat</p> <p>www.abcomm.co.uk/prweek</p> <p>www.prweek.us.com</p>
SOFTWARE REQUIREMENTS:	Blackboard CMS; MSOffice
COMMUNICATION REQUIREMENTS:	Blackboard and an active ACG email account. High standards of oral and written English for all assignments
INDICATIVE CONTENT	<ol style="list-style-type: none"> 1. Introducing nonprofit communication and mapping the research field 2. Democracy and civil society <ol style="list-style-type: none"> 2.1. Histories of the nonprofit and philanthropic sector 2.2. Communication for development and social change 2.3. NGO-ization of civil society 2.4. NGO-ization of solidarity in the digital age 2.5. Civic relations: Socio-communicative collective action 2.6. Public interest communication: a pragmatic approach 2.7. Humanitarian communication 3. Communication, organizations and publics <ol style="list-style-type: none"> 3.1. A constitutive approach to nonprofit communication 3.2. Organizational listening and the nonprofit sector 3.3. Integrated marketing communication management for nonprofit organizations 3.4. Communication monitoring and evaluation in the nonprofit sector 3.5. Fundraising and relationship cultivation 3.6. Granting organizations 3.7. Communicating organizational change to nonprofit stakeholders 3.8. Nonprofit and government relations 3.9. Companies and human right activists' engagement 4. Strategic communication, strategies and discourses <ol style="list-style-type: none"> 4.1. A conceptual approach for strategic communication: The ITNC 4.2. Internal branding in the nonprofit sector

	<p>4.3. Narratives and emotion in social entrepreneurship communication</p> <p>4.4. Storytelling and memes: affordable and effective new media trends for small civil society organizations</p> <p>4.5. Lobbying and the nonprofit sector</p> <p>4.6. Open justice and court communication</p> <p>4.7. Semiotic analysis of environmental communication campaigns</p> <p>4.8. Positive communication and public relations in the nonprofit sector</p> <p>5. Nonprofit communication, campaigns and case studies</p> <p>5.1. Balancing collective action and connective action in new food cooperatives: Fertile ground for transformative change?</p> <p>5.2. Local NGO e-communication on environmental issues</p> <p>5.3. The role of communication within a domestic violence context during a lockdown</p> <p>5.4. Communication and activist literacy for social change in feminist movements</p> <p>5.5. Value-informed communication in nonprofit campaigns</p> <p>5.6. Activism and social media: case studies from Greece's economic crisis</p>
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